

The Gold Standard in Medico-Legal Evidence

How Psychiatric Expert built a differentiated, measurable and scalable growth system

106%

turnover growth
year on year

~260%

growth in qualified
enquiries

By sharpening the proposition, rebuilding the digital experience and connecting content, campaigns and measurement into one growth system.

THE CHALLENGE

The business

Psychiatric Expert had a strong clinical reputation and a growing book of work, but its ambitions were outpacing the systems needed to support them.

The business depended heavily on founder Dr Jon Valentine for business development, brand direction and market visibility, while clinical delivery sat with the psychiatric faculty.

Introduced by The CFO Centre, Stephen Rumbelow, a Fractional CMO for The Marketing Centre, was appointed to reposition the brand and build a repeatable system capable of supporting significant growth.

Founder dependency

- Commercial growth and visibility relied too heavily on Jon.
- Key-person risk limited the business's ability to scale.

Growth constrained by size

- Instructions came largely through organic referrals.
- There was no deliberate system to grow demand and faculty capacity together.



Limited differentiation

- The website presented the business like a conventional medico-legal directory.
- It did not clearly communicate the chambers-style faculty model or the quality of its evidence.

No repeatable marketing system

- No integrated CRM, campaign structure or reporting framework.
- Busy clinicians had little time to create regular specialist content.
- There was no clear way to show which activity generated instructions and faculty enquiries.

Psychiatric Expert needed a clearer market position and a connected growth system that could reduce founder dependency, build demand and support the next stage of scale.

Building a differentiated position in a specialist market

THE SOLUTION

The Marketing Centre repositioned Psychiatric Expert around the quality of its evidence, then connected the website, targeting and campaigns into a system designed to generate instructions and strengthen the faculty.



1. A website built around the audience

The old site was rebuilt around two audiences: instructing solicitors assessing the right expert quickly, and clinicians considering joining the faculty.

- Clearer signposting and stronger information architecture.
- Conversion-focused design shortened the path from arrival to enquiry.
 - Every expert profile was rewritten and optimised.
- New filters for specialism, location and availability made expert selection faster.

2. A differentiated proposition

The brand moved away from the language of directories and panels and was repositioned as a chambers-style faculty around one clear promise:

The gold standard in medico-legal evidence.

That promise was carried through the website, expert profiles, content, campaigns and business-development activity.

3. Targeting the people who influence expert selection

The target market was refined beyond “law firms”. Research identified the roles of senior associates, partners, paralegals and barristers, alongside the claimant firms, defendant firms and clinical bodies most active in priority specialisms.

- LinkedIn account-based campaigns focused on named firms and chambers.
 - Content and outreach aligned to clinical negligence, Court of Protection and forensic psychiatry.
- Activity was designed around the people with the greatest influence over expert selection in complex cases.

The result was a more focused route to market, with the proposition and targeting working together rather than as separate activities.

A stronger reason to choose Psychiatric Expert.

A clearer position built around what matters most: the quality, independence and authority of the evidence.

THE SOLUTION CONT.

4. Creating expert content without taking clinicians away from clients

Faculty members had deep expertise but little time to write. A bespoke AI-assisted workflow turned existing case presentations, CPD talks and conference material into initial drafts using each expert's own knowledge as the source.

- Every piece is reviewed, amended and approved by the relevant expert before it is published.
- The process reduces the time required from clinicians while keeping content accurate and attributable.
- Experts supported by an optimised profile, specialist content and LinkedIn promotion are consistently among the most visited on the website.

5. Expanding the faculty to match demand

As enquiries grew, the faculty expanded alongside them, broadening coverage into additional sub-specialisms including neuropsychiatry, where demand was strong and previous capability limited.

6. One integrated and measurable growth system

LinkedIn content and account-based campaigns build awareness among priority firms and chambers. Google Ads reinforce the same specialisms when solicitors actively search, while organic search and specialist content build visibility over time.

- Channels work together rather than as isolated campaigns.
- A monthly KPI dashboard tracks enquiries, channel performance, cost per lead and return on marketing investment.
- Marketing is no longer dependent on Jon personally driving every new business opportunity that comes in..

**Expertise already existed.
The challenge was turning it
into consistent market visibility.**

More visibility. More instructions. More capacity to grow.

Demand generation and faculty expansion were developed together, rather than allowing one to constrain the other.

From expert knowledge to a scalable growth system

THE RESULTS

H1 2026 compared with H1 2025, monthly averages unless otherwise stated

106%

turnover growth
year on year

89%

income growth
year to date

~260%

growth in qualified enquiries

10x+

website traffic growth from a
near-standing start

23,000+

average monthly search
impressions

20x+

growth in visitors progressing
to contact

2x

faculty size, with new sub-
specialisms added

THE OUTCOME

- A clearer market position
- A repeatable way to promote individual experts
- A stronger faculty recruitment pipeline
- A measurable system for generating demand
- Reduced founder dependency on business development and content

Psychiatric Expert now has a connected growth system designed to broaden its client base and support the next stage of their development.

“Before working with The Marketing Centre, we had a strong reputation, but our growth was still heavily reliant on me. The team helped us clarify what genuinely differentiates Psychiatric Expert and create a structured marketing system. We now have significantly greater visibility, more instructions and faculty enquiries, and a much stronger platform for scalable growth.”

Dr Jon Valentine • Founder, Psychiatric Expert

Could your marketing become stronger?

Talk to The Marketing Centre about the clarity, leadership and commercial momentum your business needs.

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